

**Mentzer Media Services**  
 600 Fairmount Avenue  
 Ste 600  
 Towson MD 21286

**Crossroads Gps/ Issue**  
 Submission Number 585 Issue 1



[nbc4.com](http://nbc4.com)

**NBC 4 / WCMH**  
 3165 Olentangy River Road  
 Columbus, OH 43202  
 PHONE (614) 263-4444 FAX (614) 447-9107

**Original**

<b>Client:</b> Crossroads Gps/ Issue	<b>Submission Cost:</b> 30800	<b>Campaign Ref:</b> E:120820146
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> ././1269	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 08/20/12 to 09/02/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06289389
<b>Est./PO Number:</b> 06289389	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> Crossroads Gps	<b>Booking Group:</b> WCMH	<b>Key Market:</b> Columbus, OH
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
1	M-F 5p News ...TF..	01	900	30 Comme	Nbr of Spots	2	2	1800
2	M-Su 6p News ...TF..	02	1200	30 Comme	Nbr of Spots	2	2	2400
3	M-F 7p Extra ...F..	02	1000	30 Comme	Nbr of Spots	1	1	1000
4	M-F 1135p ET / 1035p CT Tonight Show ...TF..	01	600	30 Comme	Nbr of Spots	2	2	1200
5	M-Su 11p News ...T.S.	01	1600	30 Comme	Nbr of Spots	2	2	3200
6	M-Su 6p News .....S.	02	1200	30 Comme	Nbr of Spots	1	1	1200
7	Sat 7p Extra .....S.	05	350	30 Comme	Nbr of Spots	2	2	700
8	Sun 6a Chris Matthews Show .....S	03	300	30 Comme	Nbr of Spots	1	1	300
<b>Weekly Totals: Total Spots(Ord Spots)</b>					23	11	34	
<b>Open PR</b>					-4		-4	-1400

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9	Sun 630-10a News / Today / News .....S 06:30:00-08:00:00	12	650	30 Comme	Nbr of Spots	3	3	1950
10	Sun 8a Today Show .....S	02	1200	30 Comme	Nbr of Spots	1	1	1200
11	M-Su 6p News .....S	02	1200	30 Comme	Nbr of Spots	1	1	1200
12	M-F 5p News MTW...	01	900	30 Comme	Nbr of Spots	3	3	2700
13	M-Su 6p News M.W...	02	1200	30 Comme	Nbr of Spots	2	2	2400
14	M-F 7p Extra ..V....	02	1000	30 Comme	Nbr of Spots	1	1	1000
15	M-Su 11p News M.W...	01	1600	30 Comme	Nbr of Spots	2	2	3200
16	Fri 10-11p ...F..	03	2600	30 Comme	Nbr of Spots	1	1	2600
17	Sat 6a News .....S.	02	650	30 Comme	Nbr of Spots	1	1	650
18	Sat 7-8a Today Show .....S.	01	1000	30 Comme	Nbr of Spots	1	1	1000
19	M-F 1135p ET / 1035p CT Tonight	01	600	30	Nbr of Spots	3	3	1800
<b>Weekly Totals: Total Spots(Ord Spots)</b>					23	11	34	
<b>Open PR</b>					-4		-4	-1400

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Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
20	Show MTV.... Sat 7p Extra ..... 19:30:00-20:00:00 Isolations: W/C 08/20 .....S.	06		Comme				
				350				
				30	Nbr of Spots	2	2	700
				Comme	Open Pre-Empted	-2	-2	-700
<b>Weekly Totals:</b>					23	11	34	
Total Spots(Ord Spots)					23	11	34	
Open PR					-4		-4	-1400

**Pre-emption Summary**

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
7	Sat 7p Extra	:30 Commercial	08/20/12	Open Pre Emption	700.00		0000000000	E:120820146
20	Sat 7p Extra	:30 Commercial	08/20/12	Open Pre Emption	700.00		0000000000	E:120820146

**Grand Totals**

Month 8 Weeks: 4				Month 9 Weeks: 5			
08/20				08/27			
Spots	34			23			11
Cost	32200			21100			11100

**Grand Totals:**

<b>Spots:</b>	<b>34</b>
<b>Gross Total:</b>	<b>30,800.00</b>
<b>Commission:</b>	<b>4,620.00</b>
<b>Net Total:</b>	<b>26,180.00</b>